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- (71) Applicant (for all designated States except US): INTELLECT HOLDINGS LIMITED [AU/AU]; Level 3, 554 Church Street, Richmond, Victoria 3121 (AU).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): COURSE, Philip [AU/AU]; Level 3, 554 Church Street, Richmond, Victoria 3121 (AU). MCCREATH, Gregory, Douglas [AU/BE]; Leuvensesteenweg 540 box 5, B-1930 Zaventum (BE).
- (74) Agent: WRAY & ASSOCIATES; Level 4, The Quadrant, 1 William Street, Perth, Western Australia 6000 (AU).

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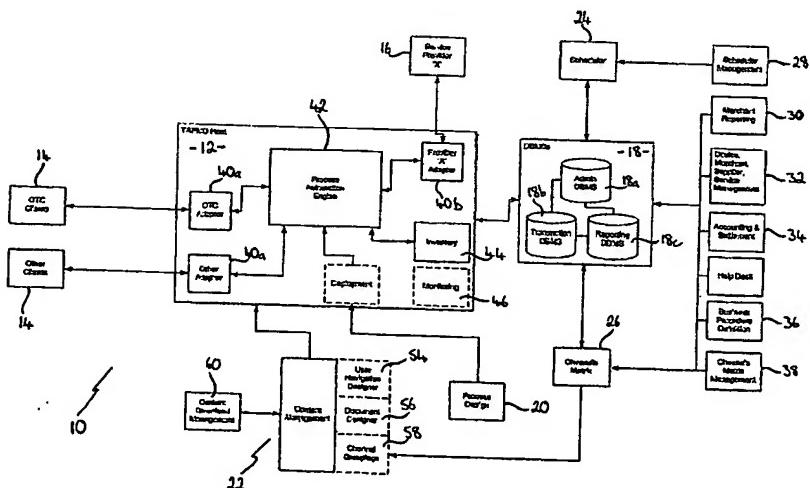
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(54) Title: AN ELECTRONIC TRANSACTION SYSTEM



(57) Abstract: An electronic transaction system comprising a host server; at least one transaction device; at least one service provider system; and a content management system. When a transaction device issues a client request to the host server for one or more of the electronic goods and/or services, the host server operates to generate a client response in reply to the client request. In generating a set of permissions and/or constraints applicable to the electronic transaction system. Also includes a matrix recording a matrix in determining the content to be provided to each transaction device to ensure that the set of permissions and/or constraints are complied with. Each transaction device further receives a set of unique identifiers from the host server, each identifier representing

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